|  | **What is Included?** | **What does it tell you and the investors?** |
| --- | --- | --- |
| **Executive Summary** |  |  |
| **Mission, Vision & Culture** |  |  |
| **Company Description** |  |  |
| **Market Analysis and Research** |  |  |
| **Marketing Plan/Strategy** |  |  |
| **Management/Operations** |  |  |
| **Financial Analysis and Projections** |  |  |
| **Goals, Funding Request, Return on Investment** |  |  |
| **Appendicies** |  |  |

**The Business Plan - Its Elements**